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# Payment models for digital news content in the US

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# Payment Models for Digital News Content in the US

By

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A Research Monograph of the  
Printing Industry Center at RIT

No. PICRM-2011-02



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R·I·T



**Printing Industry Center**

An Alfred P. Sloan Foundation Center

A Research Monograph of the  
Printing Industry Center at RIT  
Rochester, NY  
January 2011

PICRM-2011-02

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The research agenda of the Printing Industry Center at RIT and the publication of research findings are supported by the following organizations:



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## Abstract

The economic recession of 2008 and the growth of digital news content delivery has changed the revenue model in the newspaper industry. For example, some news publishers favor charging readers for online content, while others do not. Those who have already built pay walls and those who plan to build them in the near future can use several methods to do so. The purpose of this research was to assess the payment models for digital content in news organizations that publish a daily newspaper in the US.

A survey of 1,100 daily newspaper publishers in the US—all members of the Newspaper Association of America (NAA)—was conducted in June 2010 to assess the policies of charging for digital news content across a variety of digital delivery platforms. The response rate was 10%. The results revealed that 70% of the news organizations provided free access to news on their websites. However, 42% of respondents indicated that they planned to change their payment model. Of those planning to change their payment model, 80% (34% of the total sample) said they would start charging for online, mobile, or electronic products.

Regarding planned changes for the coming year, 21% of respondents said they planned to increase the price for their mobile and online products, and 47% of respondents said they planned to increase the price of their printed products.

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## Introduction

The brutal economic downturn of 2007 and the successive revenue crisis created interest in charging for digital news content. A big debate today is whether to charge for all or at least part of online news content. Some publishers favor charging users, while others do not. InterActive Corporation's CEO Barry Diller strongly supports charging users. He said, "I absolutely believe the Internet is passing from its free phase into a paid system" (Fine, 2009). Greg Schermer, vice president of Lee Enterprise, also mentioned, "Consumers are more willing to pay for content when it's presented in unique methods." On the opposing side are Howard Owen, former director of digital publishing at *GateHouse Media*, and Jason Taylor, president of *Chattanooga Times Free Press*, who both agree on the risk of charging users for content. They think people will go elsewhere to find free content, resulting in a loss of web traffic to competitors who do not charge for content (Saba, 2009).

In summary, there are people who are willing to pay for online news content. The problem is defining how large the audience is, how much they are willing to pay, and what type(s) of content will best attract them. These questions will greatly impact the future development of newspaper publishers and their revenues. Therefore, an analysis of the current payment model policies of newspaper publishers can help predict the future direction of charging for digital news content.



## Literature Review

The biggest change in the newspaper industry over the last century has been the shrinkage of the print news audience and the growth of the digital news audience. However, the strong digital newspaper audience is not enough to guarantee the revenue needed to support industry operations. In the US, the online newspaper audience is more than 74 million, but the revenue from online advertising on newspaper sites is just five to fifteen percent of total newspaper ad revenue (Berger, Eng, LaFontaine, & Siegel, 2009). The newspaper industry needs more revenue to support their operations, and they hope that charging for online content will provide a new revenue stream.

However, many newspaper publishers hoping to charge for online news content have concerns. Some organizations fear decreased traffic to their website if a pay wall is erected. This will, in turn, have a detrimental effect on online advertising revenue. Others argue that a payment policy will incite piracy, which the music industry has been fighting for years (Berger et al., 2009). The cost of fighting against piracy then becomes another issue. Still others take into consideration the difficulty of banding the newspapers together to agree on setting up a payment system. If an agreement on a payment system cannot be reached, those who charge for online news face the possibility of losing a significant number of customers to their competitors.

### Overview of the U.S. Newspaper Industry

The circulation decline within the newspaper industry has been witnessed for more than a decade as readers have migrated to the web. In the six-month period ending September 2006, daily circulation fell 2.8% at U.S. newspapers. Based on calculations from data supplied by the Audit Bureau of Circulations, the NAA reported that Sunday circulation fell 3.4% in the same period. *Post-Intelligencer* (P-I) Editor and Publisher Roger Oglesby mentioned that, although the print circulation was shrinking, online readership was growing at a very aggressive rate (P-I Staff and News Services, 2006). According to Jackie Crosby (2009), the shrinkage of U.S. newspaper circulation has recently accelerated. The daily circulation of the country's largest newspapers decreased 10.6% more in the six months ending September 30, 2009 than in the same period a year prior. The more widely distributed Sunday issue also decreased 7.5% in this same period on a year-over-year basis.

Research based on a poll conducted by the Pew Research Center for the People & the Press (2005) revealed that the public's preference for the Internet as a medium for obtaining news and information is growing rapidly. Fifty percent of Americans say they are reading print newspapers as much as they did before they started reading online newspapers, while 35% say their current reading of print newspapers has decreased compared with that of the online version. Since 2000, the number of people who say they go online everyday for news has increased by 15%, and the number of people who say they check Internet news once a week has grown from 33 to 44 percent. The research also found that 30% of Americans between the ages of 30 and 49 referred to the Internet as their main news

source, belying the former assumption that using Internet for news is just for people under age 30. Nearly three-quarters of Internet newspaper readers consider convenience as their main reason for reading online (Pew Research Center for the People & the Press, 2005).

A follow-up survey by the Pew Research Center for the People & the Press (2009) shows that this trend is unmistakable. Fewer Americans are reading printed newspapers as more turn to the Internet for their news. Also, while the percentage of people who read newspapers online is growing rapidly, especially among younger generations, this growth has not offset the decline in print readership.

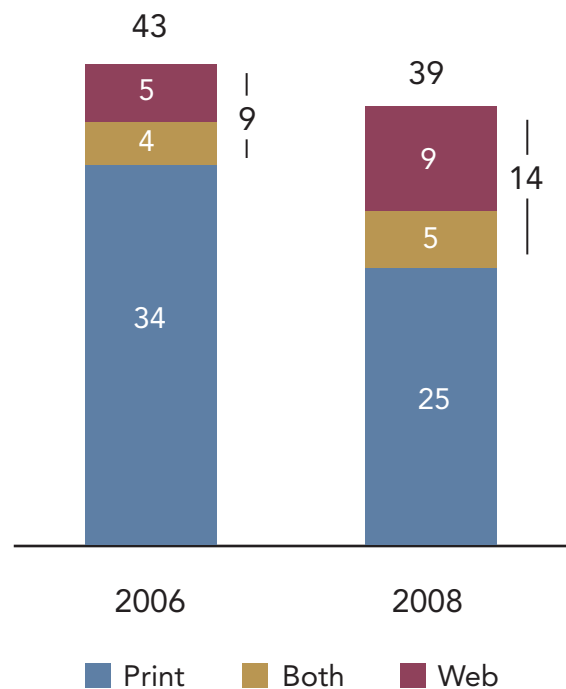


Figure 1. Newspaper readership in print and online

Thirty-nine percent of respondents to the 2008 Pew survey said they read a newspaper yesterday—either in print or online—down from 43% in 2006. The percentage reporting that they read just the print version of a newspaper fell by roughly one-quarter, from 34 to 25 percent over the two-year period. Overall newspaper readership declined in spite of an increase in the number of people reading online newspapers. Fourteen percent of Americans said they read a newspaper online yesterday in 2008, up from 9% in 2006. This includes those who said they read only a newspaper online (9%), as well as those who said they read both print and web versions of a newspaper (5%). These numbers may not include the number of people who read content produced by newspapers but accessed through aggregation sites or portals such as Google or Yahoo.

Overall, the balance between online and print readership changed substantially between 2006 and 2008. In 2008, online readers comprised more than one-third of all newspaper

readers, while two years earlier less than one-quarter of newspaper readers viewed them on the web (Pew Research Center for the People & the Press, 2009).

### Overview of Different Payment Models

Currently, several payment models are under consideration. Some of them have already been applied in the newspaper industry. Others were only used in related industries. The effects of these models vary greatly.

- **Online subscription tied to print.** This is what the *Cedar Rapids Gazette* did. The subscribers of printed newspaper can access the website for free, while non-print subscribers pay \$5 a month for website access. Nearly 22% of the 75,000 print subscribers read the online version newspaper, and 400 to 500 non-print subscribers paid for online access. After the *Gazette* removed the pay wall, its online readership greatly increased. Another case is the *Tulsa World*. It offered print subscribers free access to online content and charged \$60 a year for online-only access. This resulted in a drastic decline in readership compared with the readership before the pay wall was erected (Berger et al., 2009).
- **Micropayments.** The micropayments model is similar to that of iTunes. iTunes users create an account and then buy songs for 99 cents apiece. Similarly, the newspaper reader's account would be debited a small sum of money when he or she accesses a certain amount of news. This concept is not new. In 1960, Theodor Holm Nelson, the inventor of the micropayments concept, used special servers to charge for each portion of the contents stored on the servers. When it comes to the newspaper industry, micropayment is realized by offering headlines or single paragraphs to pique the curiosity of online readers. After the user clicks on the link, payment is required to access the content. However, this model has the risk of driving readers away from the website altogether, resulting in decreased advertising revenue (Berger et al., 2009).
- **Subscriptions for premium content.** Part of the newspaper website is free to the public. However, those who want special information, such as local, professional, or high school sports teams news, will be charged a certain amount. In this case, the premium content requiring payment must be unique and valuable. There are several successful content sites that are pursuing this model. The *Milwaukee Journal Sentinel* has always charged sports fanatics to subscribe to its football-related content. The *Pittsburgh Post-Gazette* has also been successful in charging for content on the Pittsburgh Steelers. Whether this payment model could work well for the newspaper industry is still in question, since there is fierce competition from the television and radio stations that also deliver this niche content (Berger et al., 2009).

- **Subscription at digital entry point.** Online readers will be charged through an Internet access bill, which is similar to the way cable companies charge for certain channels. This payment model has been used by the Chinese mobile industry for years and has been financially successful. Subscribers of mobile newspapers are charged through telecom operators. Their mobile bills contain daily or monthly subscription fees for the news content or a fee based on the amount of digital dataflow being used through a mobile network.
- **Donations support or “crowdfunding.”** A classic example is Kachingle, which is a volunteer donation program. It asks readers to click the Kachingle medallion to donate when they like the content. Users’ reluctance to pay on a voluntary basis is a difficulty that Kachingle may face. However, crowdfunding actually works well in some situations, though whether the same thing will happen in the newspaper industry is debatable. Jim Hopkins, who is a *Gannett Blog* blogger, successfully raised \$6,000 per quarter by requesting a \$5 donation from readers. Similarly, Ana Marie Cox, a former blogger of *Radar* magazine, received more than \$7,000 from her readers who wanted her to cover McCain all the way through election day.
- **Charging the aggregators.** In this case, a publishing company demands payment from aggregators for use of their news content by charging Google or other search engines a licensing fee before giving them access to the content. By doing so, content providers will get compensation when their news is used to generate profit (Saba, 2009). The experiences of *Tulsa World* show that online aggregators are an important way to boost site traffic. However, they also provide an easy way for competitors to leech paid content, re-edit it, and then put it on their site for free. This is detrimental to the news websites with the pay wall erected who originally posted the content (Berger et al., 2009).
- **Club model.** Readers who subscribe to content could have different levels of membership. The level of membership and the points the readers get from the website could bring them a variety of discounts and local services. Classic examples are the *PostPoints* and *Grupo Reforma*. *PostPoints* was successfully launched by the *Washington Post*. It is a reader rewards program providing a different package of incentives to subscribers with different membership levels. The incentives include discounts at local merchants, gift cards, plasma-screen TVs, jewelry, and invitations to meet celebrities. *Grupo Reforma* is a chain of newspapers in Mexico that has put all its content, except the home page, behind a pay wall. Besides giving coupons, it has been using the “snob appeal” strategy to tantalize subscribers—mainly the informed elite—with a sense of buying entrance into some kind of upper-class club where members watch similar movies, enjoy cultural events, and discuss local political and financial issues (Berger et al., 2009).

## Methodology

This research will provide an understanding of the status of charging for online news content based on a quantitative analysis of a survey of newspapers in the US. The data analysis of survey results in the US is suitable for this research because it will cover the widest possible range of newspapers with different policies and provide knowledge about the current status of charging for digital news content.

### Data Collection Procedure

The NAA's 1,100 newspaper members were selected as the sampling frame for the survey. Participants were asked to complete an online survey as shown in Appendix A. A total of 136 respondents completed the survey; when those who completed fewer than three questions were removed, the final sample size was 113.

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## Results

A summary of all responses is presented in Appendix B. The results showed that 70% of the news organizations provided free access to news on their websites. However, 42% of respondents indicated that they planned to change their payment model. Of those planning to change their payment models, 80% (or 34% of the total sample) said they would start charging for online, mobile, or electronic products.

Just under half (39%) of the organizations had an edition of the news for use on a mobile device, while an additional 25% were developing a mobile edition. Furthermore, 75% of respondents had an “app” or planned to have an app for mobile use. Slightly less than half of the organizations that had a mobile edition charged a fee for its use.

Only 13% of the sample had an e-reader edition of their newspaper that could be viewed on a device such as an iPad or a Kindle; however, another 29% had an e-reader edition under development. Of those who have an existing e-reader edition, the majority (11 out of 14 respondents) indicated that the e-reader edition was for pay.

Regarding planned changes for the coming year, 21% of respondents said they planned to increase the price for their mobile and online products, and 47% of organizations said they planned to increase the price of their printed products.

## Results by Size of News Organization

Responses were cross-tabulated by the four print circulation categories: less than 15,000 subscribers, 15,000 to 40,000 subscribers, 40,000 to 200,000 subscribers, and more than 200,000 subscribers. The breakdown of organization size is presented in Figure 2. Nearly 40% of respondents were from organizations with less than 15,000 subscribers, 31% had between 15,000 to 40,000 subscribers, and 24% had 40,000 to 200,000 subscribers. Only seven respondents were from organizations with more than 200,000 subscribers.

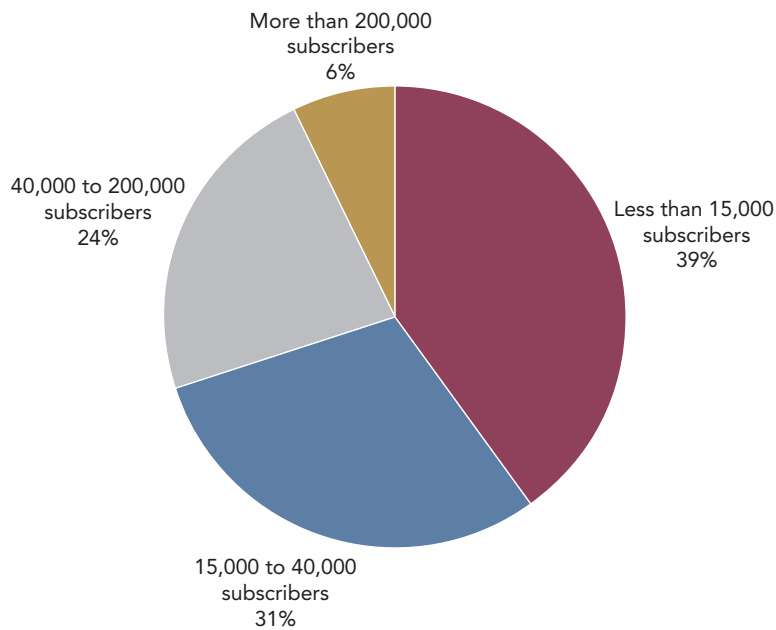


Figure 2. Circulation size of respondents

## Current Printed Newspaper and Online Subscription Policies

All organizations with a print circulation over 40,000 responded that they distributed the printed newspaper seven days per week. Thirty-one out of 36 organizations with a circulation between 15,000 and 40,000 engaged in 7-day per week distribution, while 24 out of 44 newspapers with a circulation under 15,000 distributed 7 days per week.

Seventy percent of the news organizations provided free access to news on their websites. Table 1 breaks down website access policies by circulation. The trend revealed that providing free online content to all was more likely to occur in the larger news organizations.

## Results by Size of News Organization

Table 1. Website access policy by circulation

Website access policy	Circulation			
	Less than 15,000*	15,000 to 40,000*	40,000 to 200,000	More than 200,000
Free to all	27	23	22	6
Free to print subscribers	2	6	3	1
Limited free access	14	5	2	0
All pay	0	1	0	0
Percent "free to all" within circulation	63%	66%	81%	86%

\*One respondent skipped this question.

### Electronic Edition

The majority of news organizations had an e-reader edition of the newspaper that replicated the print edition using a PDF or installed reader software. Table 2 shows the availability of an e-edition of the newspaper by circulation. The trend revealed that providing an e-edition was more likely for the larger than the smaller news organizations.

Table 2. Availability of e-edition by circulation

E-edition availability	Circulation			
	Less than 15,000*	15,000 to 40,000*	40,000 to 200,000	More than 200,000
Yes	30	22	22	7
No	11	10	3	0
Under development	2	3	2	0
Percentage "yes" within circulation	70%	63%	81%	100%

\*One respondent skipped this question.

Table 3 describes the payment options of news organizations that provided an e-edition. Other payment options included a free e-edition with an EZ-pay plan. Also, some organizations made the e-edition available through the Newspapers in Education Program (NIE) that provides newspapers for use in the classroom.

Table 3. Payment options for e-edition by circulation

E-edition payment options	Circulation			
	Less than 15,000	15,000 to 40,000	40,000 to 200,000	More than 200,000
Free	2	0	0	0
Paid	12	9	5	0
Free to print subscribers	14	11	7	2
Other	2	1	4	0

## Mobile Edition

As noted in the summary of results, 39% of the organizations surveyed had an edition of the news for use on a mobile device, and an additional 25% were developing a mobile edition. Table 4 shows the breakdown by circulation.

Table 4. Number of newspapers with a mobile edition by circulation

Mobile edition availability	Circulation			
	Less than 15,000	15,000 to 40,000	40,000 to 200,000	More than 200,000
Yes	10	15	14	4
No	24	11	4	1
Under development	8	9	9	2
Percent "yes"	24%	43%	52%	57%
Percent "yes" AND "under development"	43%	69%	85%	86%

## E-reader Edition Formatted for the Kindle or iPad

In the total sample, only 13% of respondents had an e-reader edition of their newspaper that could be viewed on a device such as an iPad or a Kindle. However, 29% had an e-reader edition under development. The breakdown by circulation is shown in Table 5. Of those who have an existing e-reader edition, the majority of respondents said this edition was for pay. Payment options for the e-reader edition by circulation are presented in Table 6.

Table 5. Availability of e-reader edition by circulation

E-reader edition availability	Circulation			
	Less than 15,000*	15,000 to 40,000	40,000 to 200,000	More than 200,000
Yes	2	1	5	4
No	35	21	8	0
Under development	5	11	14	3
No response	2	2	0	0

Table 6. Payment options for e-reader edition by circulation

E-reader edition payment options	Circulation			
	Less than 15,000	15,000 to 40,000	40,000 to 200,000	More than 200,000
Free	1	1	0	0
Paid	0	1	5	4
Free to print subscribers	1	0	0	0
No response	0	0	0	0



Planned Changes to the Payment Model

As noted in the summary of results, 42% of respondents said they planned to change their payment model for electronically delivered content in the coming year. Table 7 presents the changes by circulation. Payment changes were more likely for the larger news firms.

Of those planning to change their payment model, 80% (or 34% of the total sample) said they would start charging for online, mobile, or electronic products. Table 8 presents the data by circulation. Smaller news firms were more likely to report that they were beginning to charge for electronic content than larger firms.

Table 7. Planned changes in electronic payment model by circulation

Plan to change elec- tronic payment model	Circulation			
	Less than 15,000	15,000 to 40,000	40,000 to 200,000	More than 200,000
Yes	13	15	14	5
No	29	19	13	2
No response	2	2	0	0
% changing payment model	30%	42%	52%	71%

Table 8. Electronic payment changes by circulation

Changes to electronic payment model	Circulation			
	Less than 15,000	15,000 to 40,000	40,000 to 200,000	More than 200,000
Begin charging	11	6	8	2
Stop charging	0	0	0	0
Decrease price	0	1	0	0
Increase price	0	2	0	0
No response/Not sure	2	6	6	3

Printed Product Changes

As shown in Table 9, most organizations, regardless of size, said they would strive to improve the efficiency of their operations. One respondent planned to increase the price for 7-day delivery while providing more affordable options for Sunday only and weekend delivery. Another said she would bring the TV book back to subscribers as a free opt-in choice.

Table 9. Changes in printed product by circulation

Changes to printed product	Circulation			
	Less than 15,000	15,000 to 40,000	40,000 to 200,000	More than 200,000
Reduce days printed	0	0	0	1
Improve efficiency	18	16	17	2
Increase price of printed product	2	11	13	3

## Advertising Policies for Business Advertisers

Multiple responses were allowed for this question, and many organizations selected more than one option (see Table 10). One organization added that it sold a separate digital business directly.

Table 10. Advertising policies by circulation

Advertising policies	Circulation			
	Less than 15,000	15,000 to 40,000	40,000 to 200,000	More than 200,000
Separate print & electronic packages	10	11	10	2
Combined print & electronic packages	9	10	12	2
Separate pricing for SEM*	3	5	5	2
E-mail marketing services**	2	2	4	1
No response/Other	0	2	0	3

\* Search Engine Marketing, e.g., pay per click and/or contextual advertising on the newspaper's website

\*\* Using behavioral targeting

## Discussion

The results showed that 70% of the news organizations provided free access to news on their websites. However, 42% of respondents indicated that they planned to change their payment model. Interestingly, news organizations with a circulation of less than 15,000 had the highest percentage of limited free online access. Limited online access decreased as circulation increased. Since smaller news organizations provide more in-depth coverage of local news, this result supports the idea that content played a significant role in whether customers will pay for online news. Of those planning to change their payment models, 80% (34% of the total sample) said they would start charging for online, mobile, or electronic products. The percentage of organizations who planned to change their payment model was larger for smaller organizations. This supports the idea that smaller news organizations believe they can charge for unique local content.

Thirty-nine percent of the organizations surveyed had an edition of the news for use on a mobile device, and an additional 25% were developing a mobile edition. All large news organizations offered free mobile news access, while fewer small organizations offered it. This finding implies that large news organizations have a technological advantage—or at least the ability to purchase such an advantage—over smaller organizations.

As with the mobile edition, larger news organizations are leading the way in developing editions for the Kindle and iPad. At this time it appears that the majority of these editions will be paid. No organization said that the e-reader edition would be bundled with a print subscription. Currently, the print edition of the news provides most of news organizations' revenues. Bundling print and e-reader access may retain more print subscribers. Therefore, it is puzzling that there is no plan to bundle these editions.

When asked about changes in the printed product, 47% of respondents said they would increase the subscription price. This confirms a trend towards shifting the cost of the printed newspaper from the advertiser to the subscriber. Many industry observers believe that remaining print subscribers are dedicated users who have a lower sensitivity to price changes.

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## Appendix A: Survey Questions

1. What is the paid circulation of your printed newspaper?

- ☐ Under 15,000 subscribers
- ☐ Between 15,000 - 40,000 subscribers
- ☐ Between 40,000 - 200,000 subscribers
- ☐ Over 200,000 subscribers

2. What is total reach of your newspaper in your DMA as defined by Audience-Fax?  
Please use 7-day online audience measurement and 7-day newspaper readership.

% (provide estimated percentage here)

3. Please describe your current printed newspaper and online subscription policies.

Print subscriptions – check all that apply

- ☐ 7 days per week
- ☐ Weekend only
- ☐ Sunday only
- ☐ Weekday only

Website – check the one that best describes your policy

- ☐ Free access to website content for all visitors
- ☐ Free access to website content for print subscribers ONLY
- ☐ Limited free access to online content before “paywall” is encountered for additional article views
- ☐ All visitors must pay for any access

4. Do you have an electronic edition that readers can view on their computer using a browser or installed display software?

- ☐ No
- ☐ Yes
- ☐ Under development

If yes, is it for pay or free?

- ☐ Paid for all
- ☐ Free to all
- ☐ Free to print subscribers

5. Do you have a mobile edition of your newspaper?

☐ No

☐ Yes

☐ Under development

If yes, is it for pay or free?

☐ Paid for all

☐ Free to all

☐ Free to print subscribers

If yes, do you have or are you planning to develop an “app” for mobile views?

☐ Yes

☐ No

If yes, is it for pay or free?

☐ Paid for all

☐ Free to all

☐ Free to print subscribers

6. Do you have an e-reader edition of your newspaper?

☐ No

☐ Yes

☐ Under development

If yes, is it for pay or free?

☐ Paid

☐ Free

☐ Free to print subscribers

7. Please describe the print or online product changes you are planning to implement in the next 12 months. Check all the items that best describe your plans OR describe in your own words.

☐ We plan to add a pay wall to our online product.

☐ We plan to eliminate the pay wall to our online or electronic products.

☐ We plan to reduce the number of days we print and distribute the product.

☐ We plan to improve the efficiencies of production and delivery of our printed product.

☐ We plan to add a mobile version of our product.

## Appendix A: Survey Questions

\_\_\_ We plan to increase the price of our printed product.

\_\_\_ We plan to decrease the price of our electronic products.

\_\_\_ Other – please specify below:

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8. Describe the advertising policies for your business clients.

\_\_\_ Separate rates for print and electronic advertising packages.

\_\_\_ Combined rates for print and electronic advertising packages.

\_\_\_ Separate pricing for Search Engine Marketing (e.g., pay per click and/or contextual advertising on the newspaper's website).

\_\_\_ E-mail marketing to subscribers using behavioral targeting.

9. Would you be willing to participate in a short telephone interview if we would like more detail on your policies?

\_\_\_ Yes

\_\_\_ No

Contact Information Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

10. Would you be interested in assisting us in the design of research to understand reader preference for various forms of payment and user payment thresholds for different news delivery models?

\_\_\_ Yes

\_\_\_ No

Contact Information Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## Appendix B: Overall Response Frequency

Question 1: What is the paid circulation of your printed newspaper?		
Response	Response %	Response Count
< 15,000	38.6%	44
15,000 to 40,000	31.6%	36
40,000 to 200,000	23.7%	27
> 200,000	6.1%	7
Total (23 skipped question)	100.0%	114
Question 2: Website - Check the one that best describes your policy.		
Response	Response %	Response Count
Free access to web site content for all visitors	70.2%	80
Free access to web site content for print subscribers ONLY	10.5%	12
Limited free access to online content before "paywall" is encountered for additional views	18.4%	21
All visitors must pay for any access	0.9%	1
Total (23 skipped question)	100.0%	114
Question 3: Do you have an electronic edition replicating the print edition of the newspaper that readers can view on their computer as a PDF or using installed reader software?		
Response	Response %	Response Count
Yes	71.9%	82
No	21.9%	25
Under development	6.1%	7
Total (23 skipped question)	99.9%	114
Question 3A: Is it for pay or free?		
Response	Response %	Response Count
Paid for all	45.1%	37
Free to all	2.4%	2
Free to print subscribers	29.3%	24
Other (please specify)	23.2%	19
Total (55 skipped question)	100.0%	82
Question 4: Do you have an edition of your newspaper that can be viewed on a mobile device?		
Response	Response %	Response Count
Yes	39.3%	44
No	35.7%	40
Under development	25.0%	28
Total (25 skipped question)	100.0%	112



## Appendix B: Overall Response Frequency

Question 4A: Is it for pay or free?		
Response	Response %	Response Count
Paid for all	42.2%	19
Free to all	48.9%	22
Free to print subscribers	4.4%	2
Other (please specify)	4.4%	2
Total (92 skipped question)	99.9%	45
Question 5: Do you offer text alerts?		
Response	Response %	Response Count
Yes	75.0%	33
No	15.9%	7
Under development	9.1%	4
Total (93 skipped question)	100.0%	44
Question 6: Do you have or are you planning to have an "app" for mobile use?		
Response	Response %	Response Count
Yes	75.6%	34
No	24.4%	11
Total (92 skipped question)	100.0%	45
Question 6A: Is it/will it be for pay or free?		
Response	Response %	Response Count
Paid for all	41.0%	16
Free to all	46.2%	18
Free to print subscribers	2.6%	1
Other (please specify)	10.3%	4
Total (98 skipped question)	100.1%	39
Question 7: Do you have an e-reader edition of your newspaper, specifically formatted for devices such as the Kindle or the iPad?		
Response	Response %	Response Count
Yes	12.6%	14
No	57.7%	64
Under development	29.7%	33
Total (26 skipped question)	100.0%	111
Question 7A: Is it for pay or free?		
Response	Response %	Response Count
Paid for all	78.6%	11
Free to all	14.3%	2
Free to print subscribers	0.0%	0
Other (please specify)	7.1%	1
Total (123 skipped question)	100.1%	14

## Appendix B: Overall Response Frequency

Question 8: Over the next 12 months, are you planning on changing the payment model for your online, mobile or electronic delivery method?

Response	Response %	Response Count
Yes	42.3%	47
No	57.7%	64
Total (26 skipped question)	100.0%	111

Question 8A: If yes, what changes are you considering? Check *all the items* that best describe your plans OR describe in your own words.

Response	Response %	Response Count
We plan to begin charging for our online, mobile or electronic products	74.4%	32
We plan to eliminate the charge for our online, mobile or electronic products	2.3%	1
We plan to decrease the price of our online, mobile or electronic products	4.7%	2
We plan to increase the price of our online, mobile or electronic products	18.6%	8
Other (please specify)	--	10
Total (97 skipped question)	100.0%	40*

*\*Total count shows number of users who answered the question, not the total number of responses. This is due to the possibility for multiple entries from one user for this question. Percentages are calculated based on total number of responses excluding the "other" category.*

Question 9: Describe the advertising policies for your business clients. Check all the items that describe your policies.

Response	Response %	Response Count
We have separate rates for print and electronic advertising packages	35.4%	68
We have combined rates for print and electronic advertising packages	39.1%	75
We have separate pricing for Search Engine Marketing (e.g., pay per click and/or contextual advertising on the newspaper's website)	14.1%	27
We offer e-mail marketing services to subscribers using behavioral targeting	10.4%	20
Other (please specify)	1.0%	2
Total (45 skipped question)	100.0%	92*

*\*Total count shows number of users who answered the question, not the total number of responses. This is due to the possibility for multiple entries from one user for this question. Percentages are calculated based on total number of responses.*

## Appendix B: Overall Response Frequency

Question 10: Please describe the printed product changes you are planning to implement in the next 12 months. Check <i>all the items</i> that best describe your plans OR describe in your own words.		
Response	Response %	Response Count
We plan to reduce the number of days we print and distribute the product	1.1%	1
We plan to improve the efficiencies of production and delivery of our printed product	62.1%	54
We plan to increase the price of our printed product	36.8%	32
Other (please specify)	--	5
Total (68 skipped question)	100.0%	69*

*\*Total count shows number of users who answered the question, not the total number of responses. This is due to the possibility for multiple entries from one user for this question. Percentages are calculated based on total number of responses excluding the "other" category.*





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